

The prior patent to the present Applicant, U.S. Patent No. 5,925,437, deals with printing an image on a retro-reflective surface. However, it is noted that the present application has a priority filing date of March 11, 1997, which precedes the filing date of the U.S. Patent No. 5,925,437 and accordingly the Applicant's '437 patent is not a prior art reference.

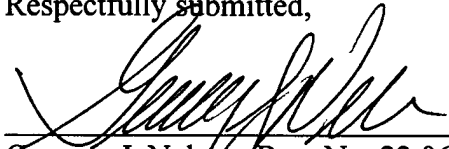
5 An Affidavit of the Applicant accompanies this response and clearly establishes the improvement in printing quality on a plastic film which results with Applicant's coated substrate.

The claims as presented herewith are believed to now clearly define the invention and distinguish over the prior art.

A favorable action is respectfully solicited.

10 Dated: 2/24/00

Respectfully submitted,



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